Listing of the Claims:

Following is a listing of all claims in the present application, which listing supersedes all previously presented claims:

1. (Currently Amended) A liquid crystal display (LCD), comprising:

an LCD panel having a plurality of color filters to selectively filter white light; and

a driver for driving the LCD panel, wherein, during display periods, the driver drives the LCD panel to display a desired color by mixing a combination of light output by the plurality of color filters, and, wherein, during non-display periods between the display periods, the driver drives the LCD panel to display white [[light.]]light, wherein during non-display periods, the driver further drives the LCD panel to display no light at different, distinct time periods from when the LCD panel displays white light during non-display periods.

2. (Canceled)

3. (Original) The LCD according to claim 1, wherein the plurality of color filters are transmissive color filters attached to an upper portion of the LCD panel.

4. (Original) The LCD according to claim 3, further comprising a reflecting plate.

5. (Original) The LCD according to claim 1, wherein the plurality of color filters are reflective color filters attached to a lower portion of the LCD panel.

6. (Previously Presented) The LCD according to claim 5, wherein the plurality of color filters of the reflective color filter are made of photonic crystals, which are alternate arrays of dielectrics.

7. (Previously Presented) The LCD according to claim 5, wherein the plurality of color filters of the reflective color filter are made of dielectrics having different indices of refraction.

8. (Currently Amended) A method for driving a liquid crystal display (LCD) including an LCD panel having a plurality of color filters to selectively filter white light, the method comprising:

driving the LCD panel during display periods to display a desired color by mixing a combination of light output from the plurality of color filters; [[and]]

during non-display periods between the display periods, driving the LCD panel to display white [[light.]] light; and

during non-display periods at different, distinct time periods from displaying white light during the non-display periods, driving the LCD panel to display no light.

9. (Canceled)

10. (Original) The method according to claim 8, wherein the plurality of color filters are transmissive color filters attached to an upper portion of the LCD panel.

11. (Original) The method according to claim 8, wherein the plurality of color filters are reflective color filters attached to a lower portion of the LCD panel.

12. (New) The LCD according to claim 1, wherein the LCD panel is driven to display no light during each non-display period between each of the display periods during which the desired color formed by mixing a combination of light output by the plurality of color filters is displayed.

13. (New) The method according to claim 8, wherein the LCD panel is driven to display no light during each non-display period between each of the display periods during which the desired color formed by mixing a combination of light output by the plurality of color filters is displayed.